Use of Confidential Information

Data Classification is the practice of assigning specific categories (classifications) to different types of information. The process of classifying data enables BJU to ensure that appropriate levels of confidentiality are maintained for each type of information. This is accomplished by establishing policies and guidelines governing the use of each classification of data.

# Classification levels

## Protected Information

The information in this category is protected by various laws, statutes, and regulations and requires the most care. It includes the following three categories: educational records, financial records, and personally identifiable information.

Educational records are protected information as determined by the Federal Educational Rights and Privacy Act (FERPA). FERPA is a federal law requiring educational institutions to properly safeguard educational records, limiting their disclosure only to those with a legitimate business need to access the information.

Financial records include information such as credit card numbers, credit scores, bank routing numbers, and value of one’s wealth.

Laws / Regulations governing this type of information include:

* Gramm-Leach-Bliley Act (GLBA)
* Federal Red Flags Rule
* Payment Card Industry Data Security Standard (PCI-DSS)

Personally Identifiable Information (PII) includes, but is not limited to: date of birth, driver’s license numbers, social security numbers, and medical data. Consequences of unauthorized access to this type of information can include tax fraud, credit card fraud, and other forms of identity theft.

Laws / Regulations governing this type of information include:

* General Data Protection Regulation (GDPR)
* Health Insurance Portability and Accountability Act (HIPPA)

## Business Confidential

This information contains trade secrets, business processes, and information that grants an organization a competitive edge in the marketplace. Included in this information may be marketing initiatives or new lines of business that competitors will attempt to counter once they are public. This information is generally considered as anything that would materially harm the organization if it were to be published and should be secured through reasonable efforts.

A non-BJU example of this type of information could be Apple’s design specifications for the next iPhone model. Apple wants to protect this information from access by competitors like Android, as this would negatively impact Apple’s competitive edge.

## Public

Some information is public or is being created for the purpose of making it public. This information generally is released by individuals about themselves or the corporate communications office and marketing divisions. No significant restrictions exist upon this information.

Examples of public information include BJU official mailing addresses, official phone numbers, hours of operation, etc.

# Personal Responsibility

Each individual has personal information that they view as private and confidential. That information is regularly handled by other individuals as business is transacted (e.g. credit scoring bureau). No one knows when and how often their personal data is utilized, but they hope that when it is utilized, those who access their data will demonstrate care and respect for the individuals represented by the data.

The data represents the private and confidential life of real people. Treat it as you would want your information treated.

This means that you will:

* Not discuss the data or your conclusions with anyone outside of class without permission.
* Not discuss the data or your conclusions where you might reasonably be overheard.
* Not attempt to de-anonymize the data nor speculate about the individuals represented by the data.
* Not utilize the data for any purpose beyond the accomplishment of assigned tasks.

# Institutional Responsibility

BJU exists under a complex series of overlapping federal and state laws, federal regulations and industry obligations. Consequently, BJU makes every effort to minimize access to data and only grants access as required to accomplish our mission.

BJU is legally obligated to ensure that any individual or company with access to protected information will handle the data in accordance with all federal/state laws and regulations.

Therefore:

* Access to data is limited to the data necessary to perform one’s job duties.
* Access to data is temporary.
* Access to data is only granted for the purposes of completing one’s job duties.

Because of the legal obligations upon BJU, BJU retains the right to revoke access to protected information at any time.

# Storing Information

Since BJU takes measures to ensure that the resources it provides are secure, protected information should only be stored on BJU managed systems such as OneDrive (when it is not synced to a personal device), BJU network locations, and BJU issued workstations.

# Accessing Information

Information should not be downloaded to personally owned devices for storing or processing. All data processing should occur on BJU managed workstations. All emails regarding the data or including analysis/conclusions should be sent/received by BJU provided email accounts.

# Academic Use

In light of the dual-purpose nature of this assignment, we recognize that you may want/need to refer to this project in your resume and with potential employers. You are welcome at any time to refer generically to the project and indicate the type of statistical analysis done. For example (assuming that you actually do all of these things in your project),

“A statistical analysis of confidential \_\_\_\_\_\_\_\_\_\_\_\_\_ data was performed for Bob Jones University. It included hypothesis testing for both one and multiple population mean, proportion, and variance questions, development of confidence interval, and regression analysis. A full write-up of the analysis was developed targeting university \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ and included integrated descriptive and inferential statistics that provided decision makers with a clear picture of past behaviors on which future decisions could reliably be made.”

At no time may you share specific details of the study/analysis with anyone other than our client.

I understand this confidentiality agreement and by signing below agree to abide by its terms.

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Printed Name